

1955

15th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

TRAFALGAR 9-2343

january							july						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
2	3	4	5	6	7	$\frac{1}{8}$						1	2
9	10	11	12	13	14	15	3	4	5	6	7	8	9
16	17	18	19	20	21	22	10	11	12	13	14	15	16
23	24	25	26	27	28	29	17	18	19	20	21	22	23
30	31						$\frac{24}{31}$	25	26	27	28	29	30

february							august						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
								1	2	3	4	5	6
6	7	8	9	10	11	12	7	8	9	10	11	12	13
13	14	15	16	17	18	19	14	15	16	17	18	19	20
20	21	22	23	24	25	26	21	22	23	24	25	26	27
27	28						28	29	30	31			

march							september						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
		1	2	3	4	5					1	2	3
6	7	8	9	10	11	12	4	5	6	7	8	9	10
13	14	15	16	17	18	19	11	12	13	14	15	16	17
20	21	22	23	24	25	26	18	19	20	21	22	23	24
27	28	29	30	31			25	26	27	28	29	30	

april							october						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2							$\frac{1}{8}$
3	4	5	6	7	8	9	2	3	4	5	6	7	
10	11	12	13	14	15	16	9	10	11	12	13	14	15
17	18	19	20	21	22	23	16	17	18	19	20	21	22
24	25	26	27	28	29	30	23	24	25	26	27	28	29
							30	31					

may							november						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7							
8	9	10	11	12	13	14		1	2	3	4	5	
15	16	17	18	19	20	21	6	7	8	9	10	11	12
22	23	24	25	26	27	28	13	14	15	16	17	18	19
29	30	31					20	21	22	23	24	25	26
							27	28	29	30			

june							december						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2						1	2
5	6	7	8	9	10	11	4	5	6	7	8	9	10
12	13	14	15	16	17	18	11	12	13	14	15	16	17
19	20	21	22	23	24	25	18	19	20	21	22	23	24
26	27	28	29	30			25	26	27	28	29	30	31

january							march						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7							
8	9	10	11	12	13	14							
15	16	17	18	19	20	21	4	5	6	7	8	9	10
22	23	24	25	26	27	28	11	12	13	14	15	16	17
29	30	31					18	19	20	21	22	23	24
							25	26	27	28	29	30	31

february							april						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2							
5	6	7	8	9	10	11	1	2	3	4	5	6	7
12	13	14	15	16	17	18	8	9	10	11	12	13	14
19	20	21	22	23	24	25	15	16	17	18	19	20	21
26	27	28	29				22	23	24	25	26	27	28
							29	30					

File copy
2/14/55

8 EAST 77th STREET
NEW YORK 21, N. Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, FEBRUARY 11, 1955</u>			
Friday Feb. 11 10:30 A.M.	PRESS SHOWING OF SUMMER COLLECTION Sylvan Rich will present the Martini Summer collection. <u>Daily trade show- ings at 10:30 A.M.</u> By invitation. Publ: Mildred Kaldor, MU. 9-5420.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FL.
Friday Feb. 11 1:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION William Fox will present his Summer collection to the press. <u>Daily trade showings at 1:00 P.M.</u> Publicity: Mildred Kaldor, MU. 9-5420.	WILLIAM FOX, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FL.
Beginning Friday Feb. 11 2:30 P.M.	OPENING OF SUMMER COLLECTION Ira Rentner will present their Summer collection at 2:30 P.M. daily. Contact: LA. 4-0162.	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FL.
Friday Feb. 11 6:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS <u>Feb. 11:</u> John Frederics. <u>Feb. 18:</u> Margaret Kroder. <u>Feb. 25:</u> Cesar Rubio. <u>March 4:</u> Herma G. <u>March 11:</u> Margaret Cody. <u>March 18:</u> William J. <u>March 25:</u> G. Howard Hodge. <u>April 1:</u> Aranka. Contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
Beginning Friday Feb. 11	OPENING OF SUMMER COLLECTION Showing of Tween Jane's Summer collection of sportswear at continuous daily showings. Publicity: Elliot Turgen, WI. 7-8262.	TWEEN JANE	1375 BROADWAY SHOWROOM - 9TH FL.
Friday Feb. 11	OPENING OF SUMMER COLLECTION Casino of California will present their Summer dressy cottons at con- tinuous daily showings. Contact: CH. 4-0823.	CASINO OF CALIFORNIA	134 WEST 37TH ST. SHOWROOM - 5TH FL.
Friday Feb. 11	SHOWING OF SUMMER SEPARATES COLLECTION Juli Lynne Charlot of California will present her Summer separates collection. By appointment only. Publicity: Donna Cannon, MU. 7-5447.	JULI LYNNE CHARLOT OF CALIFORNIA	HOTEL PLAZA PRIVATE SUITE
Feb. 12	LINCOLN'S BIRTHDAY (Saturday).		
Sunday Feb. 13- Feb. 17	SPRING & SUMMER FASHIONS FROM MIAMI Showings by 40 member manufacturers of the Miami Fashion Council, featur- ing fashions specifically for American sports cars. Contact: H. Maurice Weiland, executive director, LO. 3-1000. Publicity: Trudy Bach at Hirshon-Garfield, 745 Fifth Ave., MU. 8-8900.	MEMBER MFRS. OF MIAMI FASHION COUNCIL	HOTEL NEW YORKER 9TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, FEBRUARY 14, 1955</u>			
Feb. 14	VALENTINE'S DAY (Monday)		
Monday Feb. 14-	SEVENTY-NINTH ANNUAL DOG SHOW	WESTMINSTER KENNEL CLUB	MADISON SQUARE GARDEN 8TH AVE. & 49TH STREET
Feb. 15 10:00 A.M.- 10:00 P.M.	"Gun Dogs in Action" and field demonstrations as Tuesday evening's special feature. Admission: \$2.00. Contact: Manning Public Relations, 33 West 55th St., JU. 2-4633.		
Monday Feb. 14 1:00 P.M.- 3:00 P.M.	SPECIAL PREVIEW OF SUMMER COLLECTION	NATLYNN JUNIORS	1400 BROADWAY SHOWROOM - 9TH FLOOR
	Special preview for press and buyers by Natlynn Jrs. Commentator: Terry Moore of 20th Century-Fox. By invitation. Publ.: Gerry Gottlieb, LO.3-5372.		
Beginning Monday Feb. 14	COLLECTION OF TRANSITION MODELS	RENEE KAREL MODELS	110 WEST 40TH STREET SHOWROOM - 17TH FLOOR
	Original models designed by Renee Karel for the manufacturing trade only. By appointment. Contact: LO. 4-6289.		
Tuesday Feb. 15 1:00 P.M. Luncheon	SPRING & SUMMER CUSTOM ORIGINALS	JONAI, INC. (408 PARK AVE.)	HOTEL AMBASSADOR BALLROOM
	Presentation by Jonai of custom originals and Spring and Summer ready-to-wear in Hotel Ambassador's series of monthly luncheon fashion shows. Press by invitation. Public by reservation; contact: Banquet Department, PL. 5-1000. Produced by Mary Alice Rice, CI. 6-1790.		
Beginning Tuesday Feb. 15 2:30 P.M.	OPENING OF SUMMER DRESS COLLECTION	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Maurice Rentner will show his Summer dress collection at 2:30 P.M. daily. Contact: LA. 4-6968.		
Tuesday Feb. 15 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW OF SUMMER SPORTSWEAR	HELEN DUNN (30 EAST 54TH ST.)	STORK CLUB 3 EAST 53RD STREET
	Helen Dunn will present her Summer collection of sportswear, including cashmeres and cottons. By invitation to press, buyers and buying offices. Contact: Margot Auerbacher, MU. 8-3262.		
Wednesday Feb. 16 12:30 P.M. Luncheon	SPRING COATS AND SUITS AT LUNCHEON	MONTE-SANO & PRUZAN	HOTEL PIERRE COTILLION ROOM
	Monte-Sano & Pruzan will present Spring coats and suits at luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE.8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Wednesday Feb. 16 12:30 P.M. Luncheon	SPRING & SUMMER FASHIONS DURING LUNCHEON	ANN COX, INC. (FARQUHARSON & WHEELLOCK)	WALDORF-ASTORIA EMPIRE ROOM
	Ann Cox will present Spring and Summer fashions. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Harry Collins, PL. 3-1436. Waldorf Fashion Dir.: Madeleine Riordan, EL. 5-3000.		
Beginning Thursday Feb. 17 11:30 A.M.	OPENING OF SUMMER DRESS COLLECTION	COUNTESS ALEXANDER	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Countess Alexander will present the Summer collection of afternoon, cocktail, and evening fashions at 11:30 A.M. daily. Contact: CH. 4-5693.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Feb. 17 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOWING Ohrbach's will present their Spring collection of "Oval Room" millinery. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Ohrbach's Publicity: Mark Klauser, OX. 5-4000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	OHRBACH'S	HOTEL PLAZA PERSIAN ROOM
Feb. 19- Feb. 26	SEVENTEENTH ANNUAL NATIONAL SEW AND SAVE WEEK. Contact: National Needlecraft Bureau, 430 Park Avenue, PL. 1-3430.		
Sunday Feb. 20- Feb. 27	THIRD ANNUAL AUTO SPORTS SHOW Admission: \$1.50. Publicity: Betty Impellitteri Assoc., PL. 3-1170.	UNIVERSAL TRAVEL & AUTO SPORTS SHOW	MADISON SQ. GARDEN EXHIBITION HALL
Monday Feb. 21 9:30 A.M.; 4:00 P.M.	OPENING OF SUMMER COLLECTION Trade showings of Maria Krum's Summer collection at 9:30 A.M. and 4:00 P.M. daily. Contact: Dick Collin, CI. 7-3060.	MARIA KRUM, INC.	41 WEST 56TH STREET SALON
Feb. 22	WASHINGTON'S BIRTHDAY (Tuesday--Legal Holiday).		
Wednesday Feb. 23 12:30 P.M. Luncheon	SPRING CUSTOM-ORDER DURING LUNCHEON Spring custom-order fashions during luncheon. Public by reservation; contact: EL. 5-3000. Waldorf Fashion Dir: Madeleine Riordan, EL. 5-3000.	MARTIER-RAYMOND (36 CENTRAL PARK SO.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Feb. 23 4:00 P.M.	PRESS PREVIEW: SPRING & SUMMER BRIDAL FASHIONS Bridal fashions, including Sophie "made-to-measure" bridal gowns. By invitation. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	5TH FLOOR FUR SALON

PRESS PREVIEWS: SPRING CUSTOM-ORDER AND ORIGINALS
FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED

Thursday Feb. 24	<u>MAINBOCHER</u> At 11:00 A.M.	6 EAST 57TH ST.	PUBL: ELEANOR LAMBERT, MU. 8-2130
Wednesday March 2	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	745 FIFTH AVE.	PUBL: FLORENCE NEFF, PL. 3-7300
Thursday March 3	<u>SAKS FIFTH AVE.</u> At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL: CAROLYN HAIGHT, PL. 3-4000
Tuesday March 8	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST. (Bendel Originals and French Imports)	PUBL: FRANCES ANDERSON, CI. 7-1100
Wednesday March 9	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE.	PUBL: RASPONI ASSOC., TE. 8-8171
Thursday March 10	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST.	PUBL: RUTH SMITH, PL. 5-2600
Friday March 11	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL: SOPHIE SHONNARD, EL. 5-6800

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 24 10:00 A.M.	PRESS PREVIEW OF EASTER FASHIONS Saks 34th will invite the press to a special preview of Easter fashions. By invitation only. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	7TH FLOOR
Feb. 24	MAINBOCHER'S CUSTOM COLLECTION FOR PRESS AT 11:00 A.M. (See Page 3).		
Thursday Feb. 24 12:30 P.M. Luncheon	SPRING FASHIONS AT BENEFIT SHOW "Anticipation for Spring"--Ann Cox will present Farquharson & Wheelock's fashions during luncheon for N.Y. Women's Bible Society. By invitation only. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	ANN COX, INC. (FARQUHARSON & WHEELOCK)	HOTEL PIERRE BALLROOM
Thursday Feb. 24 6:30 P.M.- 7:30 P.M.	SHOWING OF SPRING MILLINERY Martin's will show Spring millinery by: Marion Valle, Caspar-Davis, Bernice Charles, Alfreda, Alice May, Edgar Lorie, Jan Lesle, Adrienne Originals, Woodmere. Open to public. Publ.: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	2ND FLOOR
Friday Feb. 25 12:00 Noon Luncheon	PREVIEW OF NEW SEWING MACHINE Introduction and demonstration of new Pfaff fully automatic sewing machine. By invitation only. Publicity: Rosalind Stevens, Roy Bernard Co., 14 E. 62nd St., TE. 8-2930.	PFAFF SEWING MACHINE (373 FIFTH AVENUE)	STORK CLUB 3 EAST 53RD STREET
Monday Feb. 28 9:15 A.M. Breakfast	GRAND OPENING FOR THE PRESS Russeks' preview of redesigned and redecorated main floor, featuring a new boutique with imported and domestic accessories, new millinery salon. By invitation. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	MAIN FLOOR
Tuesday March 1 9:30 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Oldric Royce will present a press preview of his custom-order collection. By invitation only. Publicity: Nona James, 20 W. 43rd St., CH. 4-7658.	OLDRIC ROYCE	16 EAST 52ND STREET SALON
Tuesday March 1 11:00 A.M.	PRESS PREVIEW: FASHIONS BY HOWARD GREER Jay Thorpe will present Spring and Summer fashions by Howard Greer. By invitation. (Customer showing at 2:30 P.M.) Publ.: Jane Negbaur, JU. 6-1000.	JAY THORPE	4TH FLOOR
Tuesday March 1 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Pauline Trigere will present her Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	TRIGERE, INC. (550 SEVENTH AVE.)	WALDORF-ASTORIA EMPIRE ROOM
Tuesday March 1 4:00 P.M.- 6:00 P.M. Cocktails	INTRODUCTION OF IRISH LINEN QUEEN The Irish Linen Guild will introduce the 1955 Irish Linen Queen to the press at a reception. Fashion show and Fashion Academy Contest Award at 5:15 P.M. By invitation only. (<u>Sixth Annual National Irish Linen Week will be March 14 - 19</u>). Publicity: Rowlands Assoc., 420 Lexington Ave., LE. 2-9292.	IRISH LINEN GUILD	HOTEL PIERRE ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 1- March 2	46TH SEMI-ANNUAL LEATHER SHOWING Contact: Tanners' Council, 411 Fifth Avenue, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA BALLROOM
Wednesday March 2 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Showing of Else Fritz's Spring fashions during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Else Fritz Contact: EL. 5-5038. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	ELSE FRITZ (36 CENTRAL PK. SO.)	HOTEL PIERRE COTILLION ROOM
Wednesday March 2 12:30 P.M. Luncheon	COATS AND SUITS AT LUNCHEON SHOW Harry Frechtel's Spring coats and suits, available at Lord & Taylor. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	HARRY FRECHTEL	WALDORF-ASTORIA EMPIRE ROOM
Wednesday March 2 2:30 P.M.	FALL & WINTER SHOE CONFERENCE "Exploring Footwear Futures"--the National Shoe Retailers Ass'n Style Conference, showing how developments in apparel, leather and other fields have an influence on future styling of footwear. Speakers: Frederick Rahr, color and research specialist; Al Bogutz, Newton Elkin Shoe Co.; Estelle Hamburger, fashion consultant. By invitation only. Contact: Mr. L.E. Langston, MU. 6-7520.	NAT'L SHOE RETAILERS ASS'N (274 MADISON AVE.)	HOTEL PLAZA TERRACE ROOM
March 2	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Page 3).		
Wednesday March 2 9:00 P.M. Supper- Show	SPECIAL TRIBUTE TO MICHELE MURPHY "Inspiration Gala"--the fashion and home furnishings industries will pay tribute to Michele Murphy, late director of the Industrial Design Division of the Brooklyn Museum. Price: \$100.00 per couple. For benefit of the Industrial Design Division. (Checks payable to Walter N. Rothschild, Treasurer). Contact: Julia Raymond, UL. 7-8900.	THE BROOKLYN MUSEUM	EASTERN PARKWAY SCULPTURE COURT
Thursday March 3 1:00 P.M. Luncheon	SPRING DRESSES DURING LUNCHEON William Fox will present Spring dresses during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	WILLIAM FOX, INC. (530 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
March 3	SAKS FIFTH AVENUE'S CUSTOM COLLECTION FOR PRESS AT 2:30 P.M. (See Page 3).		
Friday March 4 11:00 A.M.	PREVIEW: CUSTOM- ORDER COLLECTION Knize will present their custom-order collection for Spring and Summer. By invitation only. Publicity: Gladys Steiner, 341 Madison Av., MU. 9-1630.	KNIZE, INC.	24 EAST 56TH STREET SALON
Saturday March 5- March 11	TWELFTH ANNUAL MERCHANDISE FAIR Over 300 lines of diversified products of various manufacturers will be displayed. Contact: Arthur Tarshis Assoc., 12 W. 72nd St., TR. 7-8225.	N.Y. VARIETY MERCHANDISE FAIR	HOTELS NEW YORKER & STATLER

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 7 11:30 A.M.	PRESS PREVIEW OF MURIEL KING FASHIONS Press showings of Muriel King Spring collection and Stein & Blaine furs, By invitation only. Customer showing at 3:00 P.M. Contact: PL. 3-7700.	STEIN & BLAINE, INC.	13 WEST 57TH STREET SALON
Monday March 7- March 9	NATIONAL PRESS WEEK IN DALLAS Newspaper fashion editors and syndicate writers will be invited to attend press showings of Summer fashions manufactured in Dallas. Contact: Mrs. Clyde Johnson, Dallas Fashion Center, 1101 Commerce St., Dallas.	DALLAS FASHION CENTER	DALLAS, TEXAS
Monday March 7- March 13	ELEVENTH ANNUAL ANTIQUES SHOW Admission: \$1.25 plus tax. Publ: Larry Gore Assoc., 52 W. 53 St., EL. 5-4107.	LEADER ENTERPRISES INC. (97 DUANE ST.)	MADISON SQ. GARDEN 8TH AVE. & 49TH ST.
Monday March 7- March 16	FIFTY-SECOND ANNUAL AMERICAN TOY FAIR About 1300 exhibitors will show at the 1955 Toy Fair, with temporary exhibits in Hotels McAlpin and New Yorker. In addition, there will be permanent showroom exhibits at 200 Fifth Avenue and 1107 Broadway. Publicity: Manning Public Relations, 33 W. 55th St., JU. 2-4633.	TOY MANUFACTURERS OF THE U.S.A.	HOTELS McALPIN & NEW YORKER
Tuesday March 8 10:00 A.M. Breakfast	PRESS PREVIEW OF SPRING FASHIONS Martin's will present junior and misses Spring coats, suits and dresses. By invitation only. Publicity: Rita Dobbins, TR. 5-3100.	MARTIN'S (BROOKLYN)	5TH FLOOR
March 8	HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See Page 3).		
Tuesday March 8 12:30 P.M. Luncheon	PREVIEW: FALL SWEATERS FOR MEN AND WOMEN Jantzen will present predictions and projections of Fall 1955 separates and sweaters for men and women. By invitation only. Jantzen contact: Meryle Allen, OX. 7-0811. Publicity: Karin Johnson at Botsford, Constantine & Gardner, 261 Madison Ave., OX. 7-2797.	JANTZEN, INC.	HOTEL PIERRE ROOF
Wednesday March 9 9:30 A.M. Breakfast	PREVIEW OF ADVANCE SUMMER MILLINERY Reggi of Wilshire will present her "After Easter" millinery. By invita- tion only to press and buyers. Publicity: Maud G. Moody, LE. 2-5562.	REGGI OF WILSHIRE (65 WEST 39TH ST.)	1407 CLUB 1407 BROADWAY
Wednesday March 9 12:30 P.M. Luncheon	FASHIONS BY IRENE OF CALIFORNIA Gunterh Jaeckel will present Spring fashions by Irene of California at luncheon. Press by invitation. Public by reservation; contact: Head- waiter, EL. 5-3000. Gunther Jaeckel Publicity: Carole Paley, PL. 5-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	GUNTHER JAECKEL	WALDORF-ASTORIA EMPIRE ROOM
Wednesday March 9 12:30 P.M. Luncheon	SPRING "GREEN ROOM" FASHION SHOW Bloomingdale's ready-to-wear Spring fashion show will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale Publicity: Margaret de Mille, EL. 5-5900. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 9	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 3).		
Thursday March 10 11:00 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Bergdorf Goodman will present their imports at a special preview for the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Thursday March 10 1:00 P.M. Luncheon	SPRING & SUMMER SHOE FASHIONS DURING LUNCHEON J. & J. Slater's Spring and Summer shoe fashions during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	J. & J. SLATER	HOTEL PLAZA PERSIAN ROOM
March 10	HATTIE CARNEGIE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 3).		
Friday March 11 9:00 A.M.; 12:00 Noon	TWO SHOWINGS OF IMPORT FASHIONS The Fashion Group's semi-annual Import Fashion Show at 9:00 A.M. (breakfast) and 12:00 Noon (luncheon). Speaker & commentator: Jessica Daves, Editor-in-Chief of Vogue. Co-Chmn. of Ready-To-Wear Division: Alice Burrows and Adelia Ellis. Prices: Breakfast--\$5.50 (members), \$8.00 (guests); Luncheon--\$7.50 (members), \$10.00 (guests). Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer Assoc., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
March 11	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 3).		
Monday March 14 10:00 A.M.	PRESS PREVIEW OF IMPORTS AND COPIES Gimbels' press showing of Spring imports and copies, and Boutique originals. By invitation only. (Showing will be repeated at Hotel Plaza, Monday, March 21, 1:00 P.M. luncheon). <u>Customer showings</u> : Mon., March 21 at 5:30 P.M.; Tues., March 22 & Wed., March 23 at 2:00 P.M.--on Gimbels 3rd floor. Publicity: Ellen Eskin, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR SPECIALTY CORNER
Monday March 14 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Presentation of Clare Schaffel's Spring custom-order fashions and Margaret Cody's millinery during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	CLARE SCHAFFEL; MARGARET CODY	HOTEL PLAZA PERSIAN ROOM
Monday March 14 2:30 P.M.	IMPORTS & COPIES AT SHOWING FOR CUSTOMERS Presentation of Russeks' imports and copies. Open to public. (Date of press preview will be announced). Publ.: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
March 14	SIXTH ANNUAL NATIONAL IRISH LINEN WEEK (March 14-March 19).		
Tuesday March 15 9:15 A.M. Coffee	PRESS PREVIEW OF IMPORT COLLECTION Macy's will preview their import collection and Macy counterparts. By invitation only. (Customer showings, by ticket only, Monday, March 21 and Tuesday, March 22 at 2:00 P.M. in Macy's Little Shop, 2nd floor.) Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 15 4:00 P.M.- 5:00 P.M.	FALL FABRIC FASHION FORUM AND DISPLAY Annual Fall Fabric Forum for children's wear and accessories manufacturers by "Parents' Magazine", showing Fall fabric, color and silhouette news. By invitation only. Publicity: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL BILTMORE FOUNTAIN COURT
Beginning Tuesday March 15	SIXTH ANNUAL LACE FESTIVAL Theme: "Fashion Loves Little Laces"--International Lace Festival. Publicity: Gladys Steiner at Lester Harrison, 341 Madison Ave., MU. 9-1630.	THE LACE INSTITUTE	THROUGHOUT THE COUNTRY
Wednesday March 16 11:00 A.M.	BERNARD NEWMAN SPRING ORIGINALS Bergdorf Goodman will preview Bernard Newman's collection of ready-to-wear originals. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	3RD FLOOR
Wednesday March 16 12:30 P.M. Luncheon	FASHIONS FOR TALL GIRLS AT LUNCHEON SHOW Peg Newton will present Spring fashions for tall girls during luncheon. Press by invitation only. Public by reservation; contact: "Beverly", TE. 8-8000. Peg Newton Publicity: Donna Cannon, MU. 7-5447. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	PEG NEWTON	HOTEL PIERRE COTILLION ROOM
Wednesday March 16 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Rosette Pennington will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ROSETTE PENNINGTON	WALDORF-ASTORIA EMPIRE ROOM
March 17	ST. PATRICK'S DAY (Thursday).		
Thursday March 17 1:00 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Luncheon showing of Spring fashions by Martini Designed. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Martini Publicity: Mildred Kaldor, MU. 9-5420. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MARTINI DESIGNED	HOTEL PLAZA PERSIAN ROOM
Monday March 21 1:00 P.M. Luncheon	SHOWING OF IMPORT ORIGINALS & COPIES Luncheon presentation of International imports with Gimbels' adaptations. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Press preview Mon., March 14 at 10:00 A.M.--See Page 7.) Gimbels Publ: Ellen Eskin, LO. 5-1500, Ext. 600. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA TERRACE ROOM
Monday March 21- March 24	INTERNATIONAL BEAUTY SHOW FOR 1955 Contact: Joseph Byrne, MU. 2-4382.	INTERNATIONAL BEAUTY TRADE SHOW (19 W. 44TH)	HOTEL STATLER
Tuesday March 22 12:30 P.M.	SPRING FASHIONS DURING LUNCHEON Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 23 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Adele Simpson will present Spring fashions, available at B. Altman & Co. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ADELE SIMPSON	WALDORF-ASTORIA EMPIRE ROOM
Thursday March 24 1:00 P.M. Luncheon	WOMEN'S FASHIONS BY TAYLOR IMPORTING CO. Jay Thorpe will present Spring fashions for women by Taylor Importing Co. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Jay Thorpe Publicity: Jane Negbaur, JU. 6-1000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	JAY THORPE	HOTEL PLAZA TERRACE ROOM
Thursday March 24 3:00 P.M. And 5:00 P.M.	IMPORTS IN CORDUROY, VELVETEEN & VELVET Crompton-Richmond will present couture fashions from Italy, Paris and London--all made of Crompton corduroy, velveteen and velvet. By invitation only. Publicity: Rosalind Allen at Crompton, LO. 4-2900.	CROMPTON-RICHMOND CO. (1071 SIXTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
Monday March 28 1:00 P.M. Luncheon	SOPHIE ORIGINALS AT LUNCHEON SHOW Presentation of Spring ready-to-wear Sophie Originals, designed by Sophie in collaboration with Stephen Erklin, in Hotel Ambassador's series of monthly fashion shows. Press by invitation. Public by reservation; contact: Banquet Department, PL. 5-1000. Sophie Publicity: Grace de Mun, RE. 7-4206. Produced by Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL AMBASSADOR BALLROOM
April 3	PALM SUNDAY.		
Wednesday April 6 12:30 P.M. Luncheon	SPRING & SUMMER FASHIONS AT LUNCHEON Mme. Aranka Gyorky will present Spring and early Summer fashions at luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	MME. ARANKA GYORKY (15 EAST 54TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
April 7	PASSOVER -- First Day (Thursday).		
April 10	EASTER SUNDAY.		
Wednesday April 13 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Arnold Constable will present Summer fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Friday April 15 9:00 P.M. Dinner- Dance	FOURTH ANNUAL "APRIL IN PARIS" BALL Fourth annual "April in Paris" Ball, a gala dinner-dance for benefit of the American French Foundation. Names of French couturiers to be announced later. Reservations--\$75.00; contact: Miss Liselle Nigot, "April in Paris" Ball, 301 Park Avenue, EL. 5-7565.	"APRIL IN PARIS" BALL	WALDORF-ASTORIA GRAND BALLROOM

MOVIES...MUSIC...THEATRE...OPERA

- Monday
Feb. 14 FIFTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
Mon.. Feb. 14: Mascagni's CAVALLERIA RUSTICANA and Leoncavallo's PAGLIACCI.
Wed.. Feb. 16: Verdi's AIDA. Thurs.. Feb. 12: Verdi's DON CARLO.
Fri.. Feb. 18: Puccini's LA BOHEME. Sat.. Mat.. Feb. 19: Gounod's FAUST.
Sat.. Eve.. Feb. 19: Richard Strauss' ARABELLA. Publicity: Francis Robinson, PE. 6-1200.
- Tuesday
Feb. 15 OPENING: "THE IMMORTAL HUSBAND" THEATRE DE LYS, 121 CHRISTOPHER ST.
The Artists Theatre, in association with John Bernard Myers, present a new comedy by James Merrill with Mary Grace Canfield, Anne Meacham, Scott Merrill, Nancy R. Pollock, Frederick Rolf, William Sheidy. Director: Herbert Machiz. Settings & costumes: Richard V. Hare. Lighting: Peggy Clark. Publicity: Max Eisen, OX. 5-1864.
- Beginning
Tuesday
Feb. 15 FIRST WEEK: N. Y. CITY BALLET CITY CENTER, 131 WEST 55TH STREET
Tues.. Feb. 15: CON AMORE, WESTERN SYMPHONY, PAS DE TROIS, FANFARE.
Wed.. Feb. 16: SWAN LAKE, THE CAGE, PRODIGAL SON, BOURREE FANTASQUE.
Thurs.. Feb. 17: THE DUEL, SCOTCH SYMPHONY, AFTERNOON OF A FAUN, PIED PIPER.
Fri.. Feb. 18: SERENADE, AGE OF ANXIETY, SYLVIA PAS DE DEUX, FANFARE.
Sat.. Mat.. Feb. 19: INTERPLAY, SWAN LAKE, AFTERNOON OF A FAUN, WESTERN SYMPHONY. Sat.. Eve.. Feb. 19: CON AMORE, PRODIGAL SON, PAS DE TROIS, CAKEWALK. Sun.. Mat.. Feb. 20: CAKEWALK, SCOTCH SYMPHONY, PAS DE TROIS, FANFARE. Sun.. Eve.. Feb. 20: CON AMORE, AGE OF ANXIETY, AFTERNOON OF A FAUN, BOURREE FANTASQUE. Tickets: \$1.50-\$3.60. Publicity: Phillip Bloom, CH. 4-5185.
- Wednesday
Feb. 16 OPENING: "TONIGHT IN SAMARKAND" MOROSCO THEATRE, 217 WEST 45TH STREET
Bruce Becker and Robert Ellis Miller will present Louis Jourdan in a new play by Jacques Deval and Lorenzo Semple, Jr. about a French traveling circus, with Jan Farrand, Alexander Scourby, Theodore Bikel, Halliwell Hobbes, Joyce Lear, Michael Gorrin. Director: Alan Schneider. Settings: Ben Edwards. Costumes: Frank Spencer. Publ.: Sol Jacobson, CH. 4-1482.
- Thursday
Feb. 17 OPENING: "THE WAYWARD SAINT" CORT THEATRE, 138 WEST 48TH STREET
Courtney Burr and John Bryan will present Paul Vincent Carroll's new comedy-fantasy, with an Irish setting, starring Paul Lukas, with Liam Redmond and William Harrigan, Eleanor Wilson, Dennis Patrick, Pat Breslin. Director: John Gerstad. Supervised by Elliott Nugent. Settings and lighting: Frederick Fox. Costumes: Audre. Publ.: Byram-Perlman, CI. 5-9125.
- Wednesday
Feb. 23 OPENING: "THE DARK IS LIGHT ENOUGH" ANTA THEATRE, 245 WEST 52ND STREET
Katherine Cornell and Roger L. Stevens (by arrangement with H. M. Tennent, Ltd.) present Christopher Fry's new play starring Katherine Cornell and Tyrone Power, with Arnold Moss, John Williams, Marian Winters. (Note Change of Date). Director: Guthrie McClintic. Settings and costumes: Oliver Messel. Publicity: William Fields, PL. 7-6938.
- Thursday
Feb. 24 OPENING: "SILK STOCKINGS" IMPERIAL THEATRE, 249 WEST 45TH STREET
Feuer and Martin will present Hildegard Neff and Don Ameche in a new musical comedy by George S. Kaufman, Leueen MacGrath and Abe Burrows with music and lyrics by Cole Porter. Featuring: Yvonne Adair, George Tobias. Settings & lighting: Jo Mielziner. Costumes: Lucinda Ballard. Dances & musical numbers staged by Eugene Loring. Director: Cy Feuer. Publicity: Karl Bernstein, CI. 6-0427.